

# CITIZEN INSIGHTS MONITOR UPDATE

Q4 2020



*14 minute survey conducted with n=628 Auckland residents aged 15+ between October and December 2020.  
4-quarter rolling data achieves a sample size of n=3,070*



*The maximum margin of error on a sample size of n=628 is +/- 3.9%  
The maximum margin of error on a sample size of n=3,070 is +/- 1.8%*



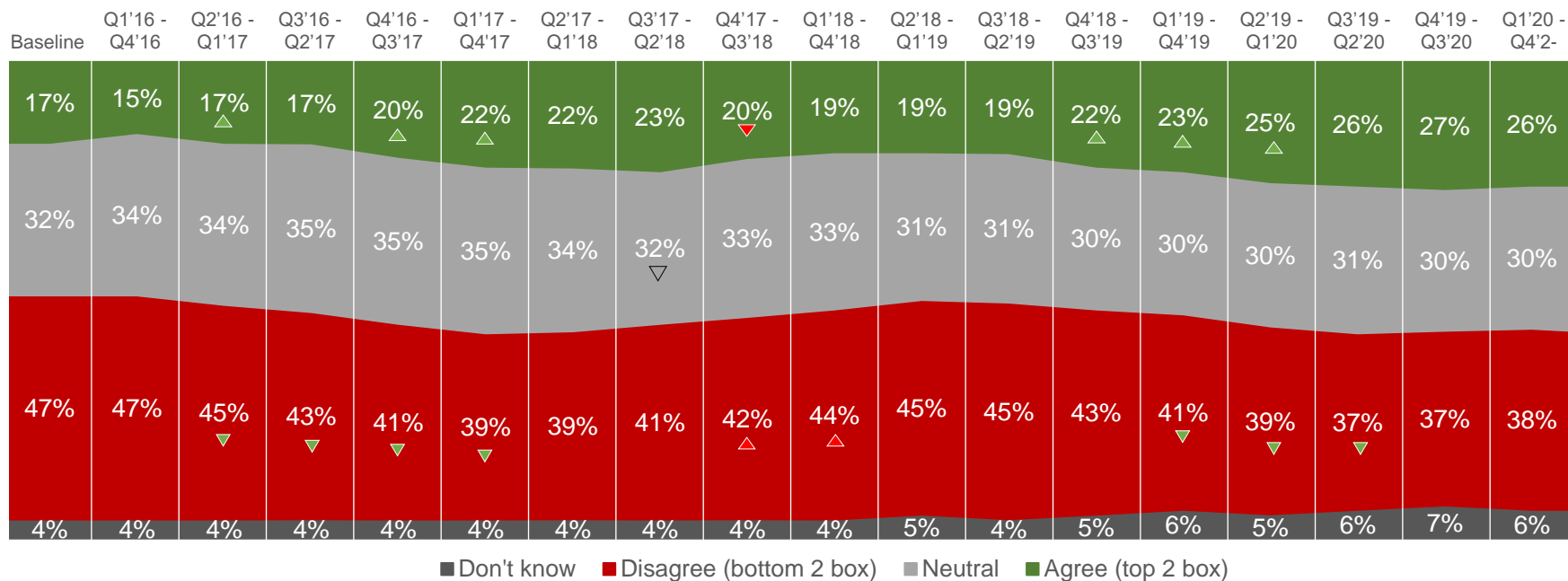
*Quotas are set by age, gender, ethnicity and Local Board Area to reflect the profile of the Auckland population aged 15 years and older*



*The data has been post-weighted by age, gender, ethnicity and region from the 2013 Census statistics of the Auckland region. Sample sizes are indicated for the period covering the Citizen Insights Monitor.*

# Trust in council decision-making is stable after five quarters of growth.

## TRUST IN COUNCIL DECISION-MAKING



Q3 How much do you agree or disagree with the following statements?

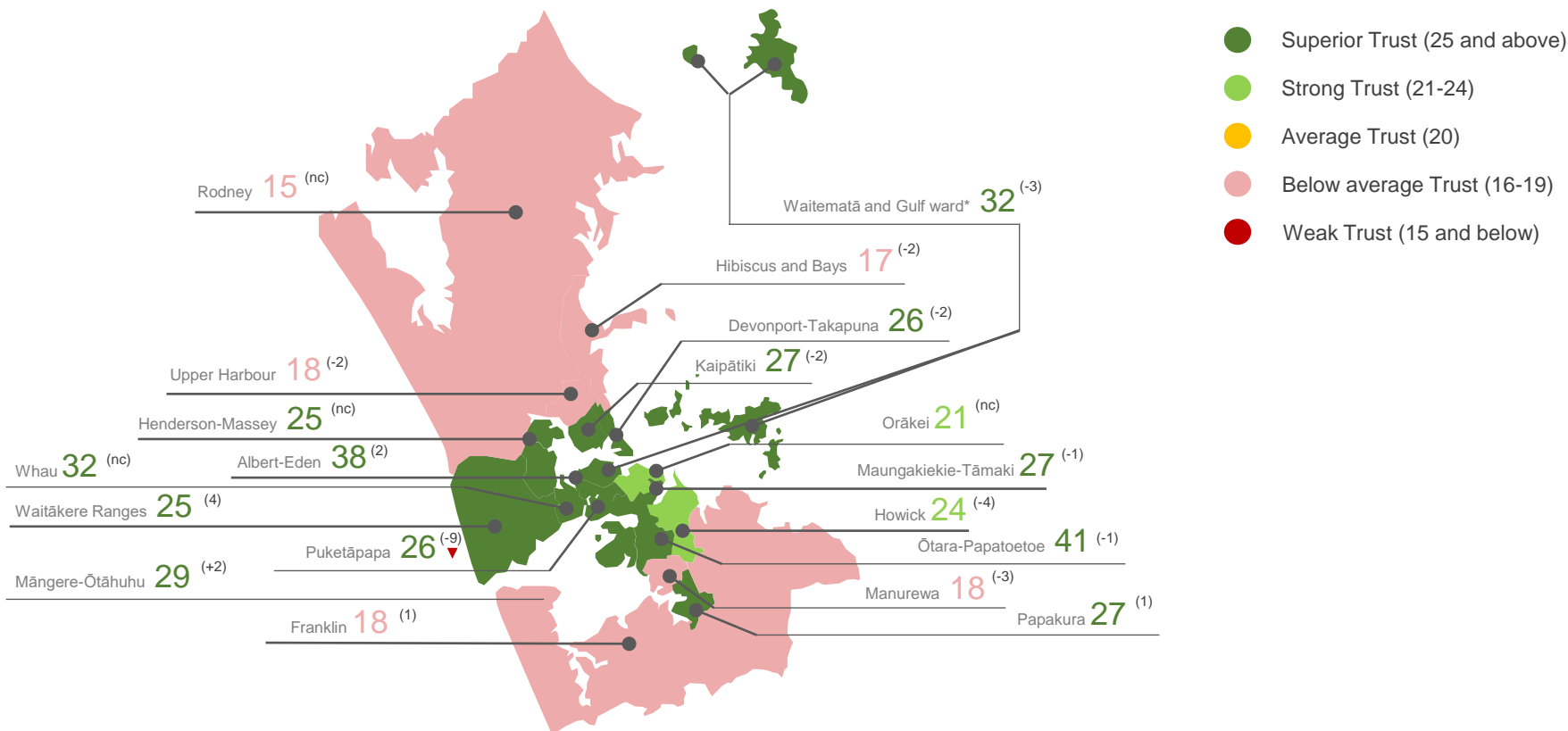
$\triangle$   $\nabla$  = Indicates positive Sig. differences vs. previous period at a 95% CI  
 $\triangle$   $\nabla$  = Indicates negative Sig. differences vs. previous period at a 95% CI

Base: Total Sample; Benchmark '15 (n=3015); Q1'16-Q4'16 (n=3130); Q2'16-Q1'17 (n=3130); Q3'16-Q2'17 (n=3160); Q4'16-Q3'17 (n=3172); Q1'17-Q4'17 (n=3236); Q2'17-Q1'18 (n=3235); Q3'17-Q2'18 (n=3204); Q4'17-Q3'18 (n=3232); Q1'18 - Q4'18 (n=3230); Q2'18-Q1'19 (n=3230); Q3'18-Q2'19 (n=3230); Q4'18-Q3'19 (n=3193); Q1'19-Q4'19 (n=3198); Q2'19-Q1'20 (n=3201); Q3'19-Q2'20 (n=3,203); Q4'19-Q3'20 (n=3,198); Q1'20-Q4'20 (n=3,070)

Please note that due to variations in effective sample size and decimal point rounding, percentage point differences of the same value may sometimes be significant whilst on other occasions they are not

# Puketāpapa shows a bigger decline, but most Local Boards are stable - similar to the overall result.

## TRUST IN DECISION MAKING: LOCAL BOARDS (Q1-Q4'20)



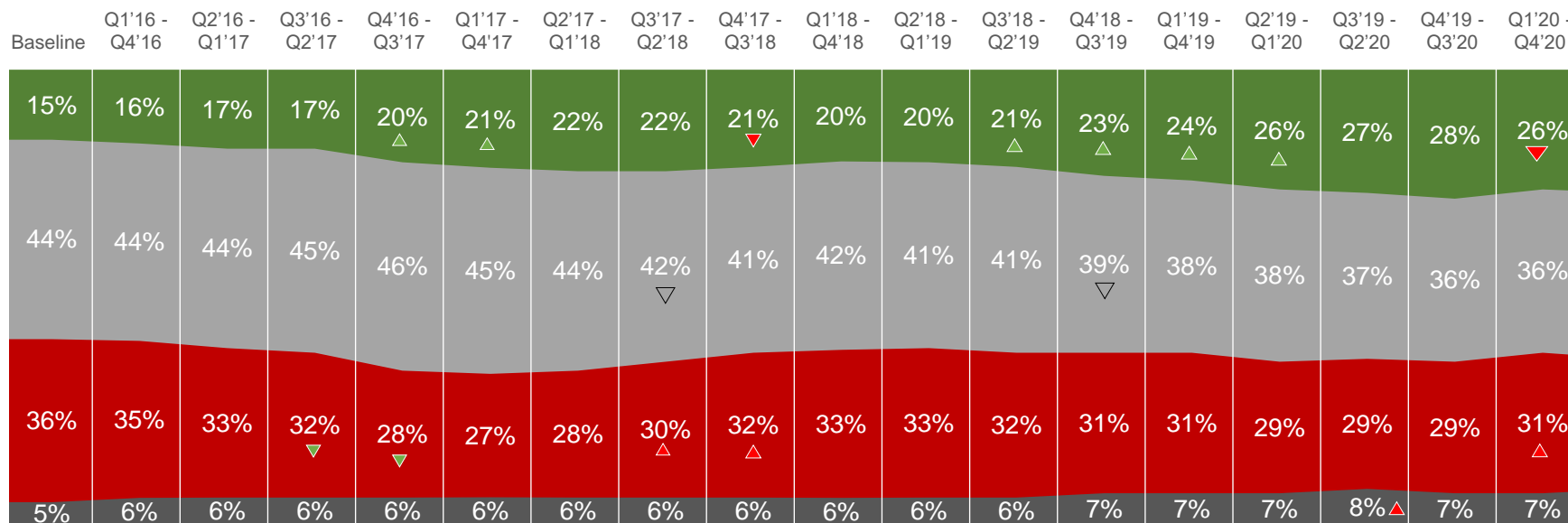
(+/- x) Percentage point difference versus last wave (Q4'19 – Q3'20)

▲▼ = Sig. lower/higher than previous period (95% CI & taking into account effective sample size and rounding)

\* Waitematā and Gulf Islands have been reported at the ward level as sample sizes for the local boards of Waiheke and Great Barrier/Aotea are too small for local board analysis

# Satisfaction with overall performance has fallen slightly following six quarters of growth.

## SATISFACTION WITH COUNCIL PERFORMANCE



■ Don't know ■ Dissatisfied (bottom 2 box) ■ Neutral ■ Satisfied (top 2 box)

Q1 How satisfied or dissatisfied are you with the overall performance of Auckland Council over the last 12 months?

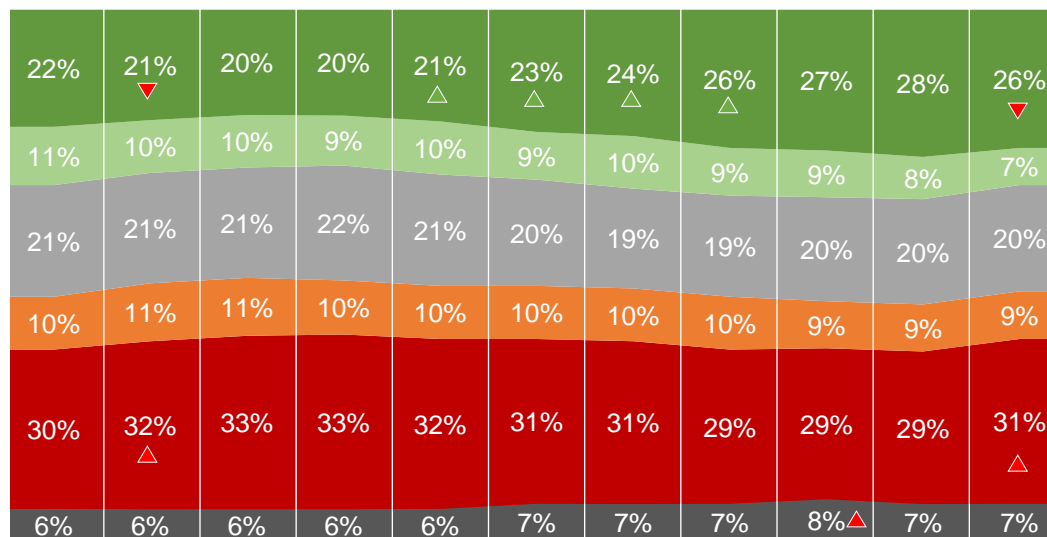
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Base: Total Sample; Benchmark '15 (n=3015); Q1'16-Q4'16 (n=3130); Q2'16-Q1'17 (n=3130); Q3'16-Q2'17 (n=3160); Q4'16-Q3'17 (n=3172); Q1'17-Q4'17 (n=3236); Q2'17-Q1'18 (n=3235); Q3'17-Q2'18 (n=3204); Q4'17-Q3'18 (n=3232); Q1'18-Q4'18 (n=3230); Q2'18-Q1'19 (n=3230); Q3'18-Q2'19 (n=3230); Q4'18-Q3'19 (n=3193); Q1'19-Q4'19 (n=3198); Q2'19-Q1'20 (n=3201); Q3'19-Q2'20 (n=3,203); Q4'19-Q3'20 (n=3,198); Q1'20-Q4'20 (n=3,070)  
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# Satisfaction with overall performance has fallen slightly following six quarters of growth.

## SATISFACTION WITH COUNCIL PERFORMANCE

Baseline Q1'16 - Q4'16 Q2'16 - Q1'17 Q3'16 - Q2'17 Q4'16 - Q3'17 Q1'17 - Q4'17 Q2'17 - Q1'18 Q3'17 - Q2'18 Q4'17 - Q3'18 Q1'18 - Q4'18 Q2'18 - Q1'19 Q3'18 - Q2'19 Q4'18 - Q3'19 Q1'19 - Q4'19 Q2'19 - Q1'20 Q3'19 - Q2'20 Q4'19 - Q3'20 Q1 - Q4'20



■ Don't know ■ Dissatisfied ■ Slightly dissatisfied ■ Neutral ■ Slightly satisfied ■ Satisfied

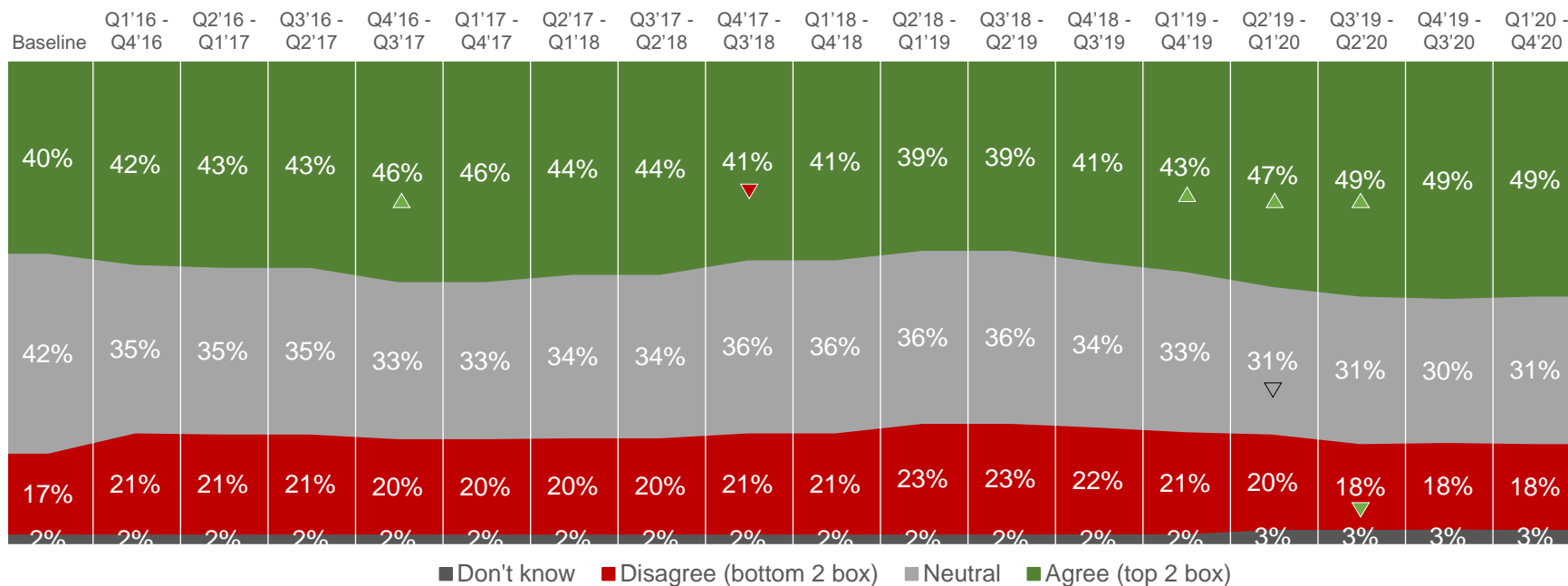
O1 a: New question added in Q3 2017 for deep dive in Neutral responses

▲ ▼ = Indicates positive Sig. differences vs. previous period at a 95% CI  
 ▲ ▼ = Indicates negative Sig. differences vs. previous period at a 95% CI

Base Q3'17-Q2'18 (n=3204), Q4'17-Q3'18 (n=3232), Q1'18-Q4'18 (n=3230), Q2'18-Q1'19 (n=3230), Q3'18-Q2'19 (n=3230), Q4'18-Q3'19 (n=3193), Q1'19-Q4'19 (n=3198), Q2'19-Q1'20 (n=3201), Q3'19-Q2'20 (n=3,203), Q4'19-Q3'20 (n=3,198), Q1'20-Q4'20 (n=3,070) O1a - Which of the following would best describe your feelings towards Auckland Council's overall performance over the last 12 months?  
 Base Q3'17-Q2'18 (n=1337), Q4'17-Q3'18 (n=1320), Q1'18-Q4'18 (n=1309), Q2'18-Q1'19 (n=1309), Q3'18-Q2'19 (n=1318), Q4'18-Q3'19 (n=1248), Q1'19-Q4'19 (n=1229), Q2'19-Q1'20 (n=1204), Q3'19-Q2'20 (n=1156), Q4'19-Q3'20 (n=1154), Q1'20-Q4'20 (n=1,092)  
 Please note that due to variations in effective sample size and decimal point rounding, percentage point differences of the same value may sometimes be significant whilst on other occasions they are not

# Aucklanders' pride in Auckland is stable this quarter after a period of significant growth.

## I FEEL A SENSE OF PRIDE LIVING IN AUCKLAND



R8 R8 - How much do you agree or disagree with the following statements about Auckland?

$\triangle$   $\nabla$  = Indicates positive Sig. differences vs. previous period at a 95% CI  
 $\triangle$   $\nabla$  = Indicates negative Sig. differences vs. previous period at a 95% CI

Base: Total Sample; Benchmark '15 (n=45); Q1'16-Q4'16 (n=1628); Q2'16-Q1'17 (n=1628); Q3'16-Q2'17 (n=1628); Q4'16-Q3'17 (n=1640); Q1'17-Q4'17 (n=1640); Q2'17-Q1'18 (n=1639); Q3'17-Q2'18 (n=1639); Q4'17-Q3'18 (n=1667); Q1'18-Q4'18 (n=1667); Q2'18-Q1'19 (n=1667); Q3'18-Q2'19 (n=1667); Q4'18-Q3'19 (n=1630); Q1'19-Q4'19 (n=2386); Q2'19-Q1'20 (n=3201); Q2'19-Q1'20 (n=3201); Q3'19-Q2'20 (n=3,203); Q4'19-Q3'20 (n=3,198); Q1'20-Q4'20 (n=3,070)

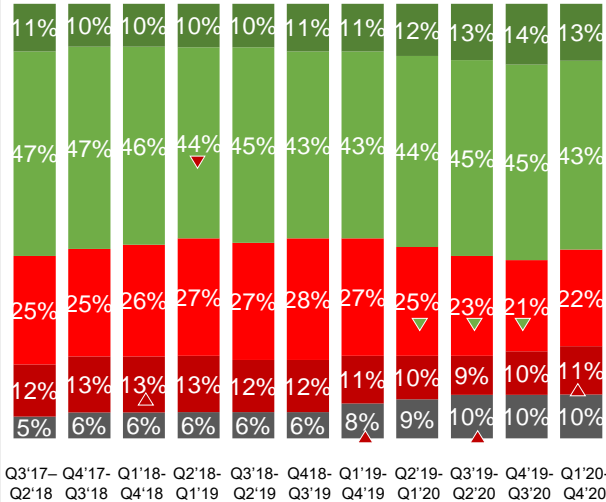
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# The majority of Aucklanders believe Auckland Council is...

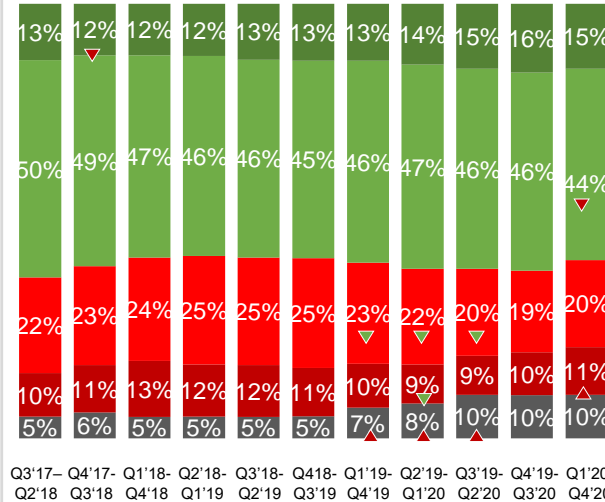
- doing its best to overcome the challenges facing Auckland,
- has Aucklanders' and Auckland's best interests at heart,
- doing good things for Auckland and Aucklanders.



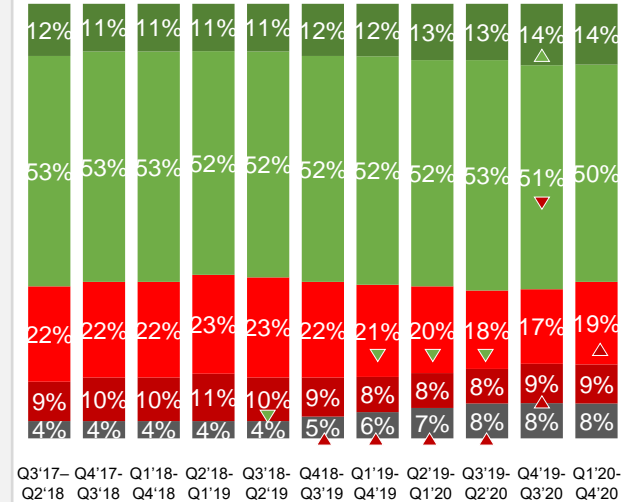
**Auckland Council is doing its best to overcome the challenges facing Auckland**



**Overall, Auckland Council has Auckland and Aucklanders' best interests at heart**



**You see Auckland Council doing good things for Auckland and Aucklanders**



■ Agree strongly   
 ■ Agree slightly   
 ■ Disagree slightly   
 ■ Disagree strongly   
 ■ Don't know

R5 b. Do you agree or disagree with the following statements about Auckland Council?

▲▼ = Indicates positive Sig. differences vs. previous period at a 95% CI  
▲▼ = Indicates negative Sig. differences vs. previous period at a 95% CI



# Most key metrics are relatively stable this quarter.

## KEY METRICS – 4 QUARTERLY ROLL

		BENCH-MARK 2015	Q1 – Q4'16	Q2'16 – Q1'17	Q3'16 – Q2'17	Q4'16 – Q3'17	Q1 – Q4'17	Q2'17 – Q1'18	Q3'17 – Q2'18	Q4'17 – Q3'18	Q1 – Q4'18	Q2'18 – Q1'19	Q3'18 – Q2'19	Q4'18 – Q3'19	Q1 – Q4'19	Q2'19 – Q1'20	Q3'19 – Q2'20	Q4'19 – Q3'20	Q1 – Q4'20
Advocacy	Advocates (T2B)	8%	8%	8%	10%▲	10%	11%▲	11%	10%▼	10%	10%	10%	11%▲	13%▲	13%	14%	14%	14%	13%
	Detractors (Bottom 2 Box)	36%	34%	32%▼	31%	28%▼	27%	27%	29%▲	30%	30%	31%	31%	30%	29%	27%▼	26%	26%	28%▲
Trust in decision Making	Total Agree (T2B)	17%	15%	17%▲	17%	20%▲	22%▲	22%	23%	20%▼	19%	19%	19%	22%▲	23%▲	25%▲	26%	27%	26%
	Total Disagree (Bottom 2 Box)	47%	47%	45%▼	43%▼	41%▼	39%▼	39%	41%	42%▲	44%▲	45%	45%	43%	41%▼	39%▼	37%▼	37%	38%▲
Satisfaction	Total Satisfied (T2B)	15%	16%	17%	17%	20%▲	21%▲	22%	22%	21%▼	20%	20%	21%▲	23%▲	24%▲	26%▲	27%	28%	26%▼
	Total Dissatisfied (B2B)	36%	35%	33%	32%▼	28%▼	27%	28%	30%▲	32%▲	33%	33%	32%	31%	31%	29%	29%	29%	31%▲
Auckland council is going in the right direction	Total Agree (T2B)	20%	18%	20%▲	20%	22%▲	23%	24%	25%	24%	24%	22%▼	23%	24%▲	25%	28%▲	28%	29%	27%▼
	Total Disagree (B2B)	35%	35%	34%	32%▼	30%▼	29%	29%	30%	31%▲	32%	33%	33%	32%	30%▼	27%▼	27%	27%	29%▲
Sense of Pride	Total Agree (T2B)	40%	42%	43%	43%	46%	46%	44%	44%	41%	41%	39%▼	39%	41%▲	43%▲	47%▲	49%▲	49%	49%
	Total Disagree (B2B)	17%	21%	21%	21%	20%	20%	20%	20%	21%	21%	23%	23%	22%	21%	20%	18%▼	18%	18%
Seeks residents point of view	Total Demonstrates (T2B)	18%	17%	18%▲	19%	20%	22%▲	22%	21%	21%	22%	21%	23%▲	24%	24%	25%	NA	26%	25%
	Total Doesn't Demonstrate (B2B)	46%	44%	42%▼	42%	40%▼	38%▼	39%	39%	39%	39%	40%	38%	39%	38%	36%		34%	36%
Is an example of good value for ratepayers' money	Total Demonstrates (T2B)	9%	7%▼	8%▲	10%▲	12%▲	13%▲	14%	14%	13%	13%	12%	13%	14%▲	15%	16%▲	NA	18%	17%
	Total Doesn't Demonstrate (B2B)	58%	57%	53%▼	51%▼	49%▼	48%▼	48%	50%▲	51%	52%	52%	51%	51%	48%▼	46%▼		44%	46%▲
Perceptions that council keep people informed on how their rates are being spent	Total Demonstrates (T2B)	19%	19%	21%▲	21%	23%▲	25%▲	25%	26%	25%	25%	25%	26%▲	28%▲	30%▲	32%▲	32%	32%	31%
	Total Doesn't Demonstrate (B2B)	43%	42%	39%▼	36%▼	34%▼	32%	33%	34%	35%	36%	36%	36%	34%▼	33%	31%▼	30%▼	31%	31%

NA - not asked Q2 2020

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